



United Way of Broward County Commission on Substance Abuse
"To Empower Our Diverse Community to Live Healthy and Drug-Free"

Board of Governors Yearly Meeting
Thursday, July 9th, 2015
United Way of Broward County - Ansin Building Board Room

September 10, 2015 Minutes

Chair: Rudy Morel

Present: Catherine Baez, Daniel Castellanos, David Choate, Paul Daly, Cassandra Evans, Anita Fain Taylor, Paul Faulk, Jim Hall, Joel Kaufman, Rudy Morel, Amalio Nieves, Rosalind Osgood, Cynthia Peterson, Renée Podolsky, Carmen Puentes-Croye, Jose Rada, Richard Seely, Rosemarie Stadelman, Tammy Tucker, Norma Wagner.

Absent: Julie Chaikin Hogan, Marsha Curren, Stephen Ferrante, David Freedman, Mark Ketcham, Monica King, Susan Langston, Jeff Marcus, Carlton Mills, Charles Morton, Frank Ortis, Ralph Page, David Pinsker, Gisele Pollack, Jon Quinton, David Scharf, Sanford Silverman, Teri Stockman, Michele Tobin-Singer, Karlene Tomlinson.

UWBC Staff: Elkin Alfred, Howard Bakalar, Gonzalo Cadima, Kathleen Cannon, Heather Davidson, David Fields, Anita Fraley, Maria Hernandez, Alicia Hockey, Kevin O'Mara, Lois Simpson, Angela Ventura, Dave Wallace.

Guests: Sebastian Alderman, Brent Alvord, Kip Hunter, Patricia Kneski, Shawn Oden, Don Maines.

Welcome & Introductions: *Rudy Morel, Chair, UWBCCSA Board of Governors

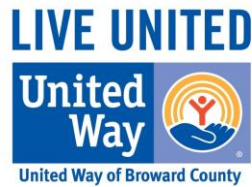
- Mr. Morel called the meeting to order at 7:52 a.m.
- Mr. Morel requested each individual introduce themselves.
- Mr. Morel thanked Board for his tenure.
- Mr. Morel motioned to approve the June minutes. Cynthia Peterson and Paul Daly seconded the motion. All were in favor and the minutes were approved.

VP Report: *Maria Hernandez, Vice President of Programs Operations, UWBC

Ms. Hernandez advised board the meeting format would be a little different today; it would be more like a year in review and plans for future. She started by introducing BYC Member Sebastian Alderman and giving him the floor to speak. Maria acknowledged and thanked the chairs of the board. She then presented Paul Daly, Paul Faulk, Jim Hall, Ralph Page and Cynthia Peterson with awards. Ms. Hernandez then directed the board to the Behavioral Health Conference Survey Report located in the packet handed out and gave an overview of its outcomes. She closed by thanking the Commission team for their work in the past year(s).

Speaker: *Sebastian Alderman, BYC Member

Sebastian addressed the board and gave a brief personal biography. He spoke about his interactions and experiences with United Way of Broward County and Broward Youth Coalition; and, how it has positively impacted his life.



Comprehensive Community Prevention Action Plan Committee Reports:

Coalition Work *Gonzalo Cadima, *Director UWBCCSA*

Mr. Cadima advised the Commission was turning 27 years old; and, gave acknowledgement to its DNA, history and vision to better the community. He touched on Bryne Jag being 26 years old with almost \$35,000,000 invested in prevention; 25 years of Youth Leadership Institute, with hopes to expand with Urban League of Broward County; and 18 years of epidemiology data. Gonzalo closed by thanking his team for the last years work as well.

Presentation

Angela Ventura, Lois Simpson, Elkin Alfred & Heather Davidson, *Prevention Specialists, UWBCCSA

The Prevention Specialists gave a presentation on the Commission's accomplishments over the last year; including, SBIRT, Nutrition for Healthy Minds, Surveillance Committee, Underage Drinking Action Team, Partnership For Success, Marijuana Action Team, Broward Youth Coalition, Flakka Action Team, Drug Poisoning Prevention Action Team (fka Overdose Action Team) & Impaired Driving Task Force.

Contract Work *Madeline Jones, *Director of Behavioral Health Initiatives, UWBCCSA*

Ms. Jones introduced herself and explained her new role in the Commission. She gave a quick overview of the accomplishments on the contract side; advising that with a little over \$2,000,000 more than 489,922 individuals (adults and children) were served. Madeline closed by thanking David Fields and Kevin O'Mara for their outstanding work in the last year.

Environmental Campaign *Kip Hunter, *President & CEO, Kip Hunter Marketing*

Ms. Hunter gave a very detailed presentation regarding the various campaigns, marketings, advertisings, messages, events, adds, press coverages, social medias, broadcastings, materials and general public relations that occurred over the last year. She explained the sponsorships provided by various companies and showed projections on how over 6,000,000 impressions occurred with a single poster distribution in a targeted area.

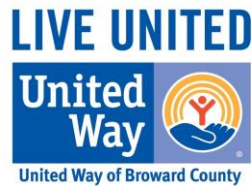
Advocacy Action Team:

Joel Kaufman, *Clinical Director, Sunspire Health

Mr. Kaufman advised that the new task force to address the need for a Needle Exchange Program had a turn out of about 25 in attendance. He stated they immediately decided to create two sub-groups; Prevention Education and Legislative Advocacy. The logic model created by the team was also presented.

Dave Wallace, *Director of Public Policy, UWBC

Mr. Wallace advised, Representative Edwards was present via a conference call in the July meeting. He stated that Ms. Edwards was responsible for the introduction of a Syringe Exchange Program (SEP) pilot, with the University of Miami, back into legislation recently. He further stated that due to the obstacles that were ran into previously, she challenged them as a committee to help her start to address the myths regarding such a program. Mr. Wallace presented two documents; a policy brief around SEPs and a facts vs. myths. He closed with information pertaining to future advocacy outreach initiatives.



Surveillance Support Committee: *Jim Hall, Co-Chair, NSU - ARSH

Mr. Hall advised that the last meeting was last Friday. He stated that a majority of the meeting was devoted to reviewing the launch of the new National Drug Early Warning System website and provided the web address: www.ndews.org. He further advised this website houses the National Institute of Health and National Institute on Drug Abuse's National Surveillance Program and the 12 Sentinel Sites Reports. Also, the South-East Florida site has been expanded to include: Broward, Miami-Dade and Palm Beach Counties. Mr. Hall gave a Flakka data update; now 37 deaths between September 2014 and August 2015 in Broward County alone. He further stated that all the bad publicity that Broward County has given to Flakka may be the cause for recent policy changes in China. This is due to preliminary reports indicating a ban on Alpha PVPs. However, Alpha PVPs are already being replaced by Alpha PHPs and they believe have been found in Broward County. He stated that the Broward County Grand Jury is doing a very thorough investigation this month on synthetic drugs. Mr. Hall mentioned that there is new chapter of young people in recovery currently and that the Delray Beach area is known as "Destination Rehab". This is creating a whole network of highly addicted people in the area. Lastly, he advised that there is an increase heroin related deaths in the region.

Speaker: *Kathleen Cannon, President & CEO of UWBC

Ms. Cannon thanked the board for all of their hard work and dedication over the years.

Closing & Adjournment: Rudy Morel, Chair, UWBCCSA Board of Governors

- Mr. Morel asked if there was any further business to discuss and advised the next meeting is October 8, 2015.
- Mr. Morel thanked everyone for their time and adjourned the meeting at 9:07 a.m.